Gillis, Brian J (AU2141)

From: Len Linardakis [llinardakis@sp-ip.com]
Sent: Wednesday, August 11, 2010 2:12 PM
To: Gillis, Brian J (AU2141)
Subject: Application No: 10/749, 110 (Attorney Docket No.: Google-33/APP (GP-086-00-US)) - Proposed Amended Abstract for Examiner's Amendment

Examiner Gillis,

It was a pleasure speaking with you today. As per our discussion, you noted that the above-referenced application was in condition for allowance with the exception of the Abstract which exceeds the 150 word limit. As discussed, I have included below an amended version of the Abstract which corrects the word limit issue. You noted that you would correct this issue via an Examiner's amendment which is highly appreciated.

Please do not hesitate to contact me if you have any questions or comments.

Best regards,

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In the following amended Abstract, insertions are noted by underlining, and deletions are noted by double brackets and strikethrough.

The tracking of ad selections (such as ad clicks for example), and/or rich levels of ad performance may be facilitated by encoding one or more ad properties in a click URL of the ad. An intermediate URL server may be used to decode such ad properties when the ad is selected. Ad properties may include [[one or more of]] an identity of the ad; an identity of the advertiser; [[a time the ad was served; a time the ad was rendered; a rendering attribute of the ad; a position of the ad within a Web page; a price that the advertiser will be charged for the impression; a price that the advertiser will be charged for a click; a price that the advertiser will be charged for a conversion; an identity of the server that chose the ad; search conditions that generated the page with which the ad was rendered; a next intermediate URL; a final destination URL; an identity of the ad creative, a topic of the content with which the ad was served; an identity of the content with which the ad was served; a geolocation to which the ad was served;]] and/or [[user profile information of the user to which the ad was served;]] various other ad serving parameters[[, etc]].

8/11/2010